What is claimed is:

1. A method for advertising using a computer system or network that provides a contents database for recording image contents and an advertising database for recording advertising data, comprising:

generating image contents including advertising frame information and recording the contents to a contents database;

generating advertising data corresponding to the advertising frame information and recording the data to an advertising database;

synthesizing the contents and the advertising data; and

displaying synthesized contents to a terminal of a contents user.

2. The method according to Claim 1, wherein the generated contents are managed on an object basis, and the advertising frame information is associated with a descriptor of each object.

3. The method according to Claim 1, further comprising:

extracting an object from the generated contents, wherein the generated contents are not managed on an object basis; and

associating the extracted object with corresponding advertising frame information.

4. The method according to Claim 2, wherein the object is an

image object of a static image, a moving image, or an acoustic object.

5. The method according to Claim 3, wherein the object is an image object of a static image, a moving image, or an acoustic object.

6. The method according to Claim 1, said synthesizing comprising storing advertising data as contents data of an object associated with the advertising frame information.

7. The method according to Claim 1, said synthesizing comprising replacing contents data of an object with advertising data.

8. The method according to Claim 1, said synthesizing comprising superimposing advertising data onto contents data of an object.

9. The method according to Claim 1, said synthesizing comprising:

delivering pre-synthesized contents data and the advertising data to a contents user separately; and

synthesizing the pre-synthesized data and the advertising data at a terminal system of the contents user.

10. The method according to Claim 1, said synthesizing comprising synthesizing the generated contents before the generated contents are delivered to a contents user.

11. An advertising system, comprising:

a contents database for recording image contents that includes an advertising frame information;

an advertising database for recording advertising data corresponding to the advertising frame information;

means for delivering the contents and advertising data to a terminal of a contents user;

means for synthesizing the contents and the advertising data; and

means for presenting the recorded contents and the advertising data to the contents user.

12. The advertising system according to Claim 11, wherein the recorded contents are managed on an object basis, and the advertising frame information is associated with a descriptor of each object.

13. The advertising system according to Claim 11, wherein the recorded contents include an object that is extracted from the prerecorded contents, the recorded contents not being managed on an object basis, and wherein the extracted object is associated with corresponding advertising frame information.

14. The advertising system according to Claim 11, wherein the object is an image object of a static image, a moving image, or an acoustic object.

15. The advertising system according to Claim 11, the synthesizing means comprising means for storing advertising data as contents data of an object associated with advertising frame information.

16. The advertising system according to Claim 11, the synthesizing means comprising means for replacing contents data of an object with advertising data.

17. The advertising system according to Claim 11, the synthesizing means comprising means for superimposing advertising data onto contents data of an object.

18. The advertising system according to Claim 11, the synthesizing means comprising means of synthesizing the contents and the advertising data in a delivery source system.

19. The advertising system according to Claim 11, the synthesizing means comprising means of synthesizing the contents and the advertising data in a terminal of a contents user.

20. A computer-readable recording media embodying a program executable by a computer, the program comprising:

    means for delivering image contents that include an advertising frame information to a contents user;

    means for delivering advertising data corresponding to the advertising frame information to the contents user;

means for synthesizing the contents and the advertising data; and

means for presenting the synthesized contents to the contents user.

21. A computer-readable recording media embodying a program executable by a computer, the program comprising:

means for reading image contents from a contents database, the contents including advertising frame information;

means for reading advertising data from an advertising database, the advertising data corresponding to the advertising frame information;

means for synthesizing the contents and the advertising data;

means for delivering the synthesized contents to a contents user; and

means for presenting the delivered contents to the contents user.

22. The computer-readable recording media according to Claim 20, wherein the program further comprises means for extracting an object from the contents, the contents not being managed on an object basis, and associating the extracted object with the advertising frame information.

23. The computer-readable recording media according to Claim 20, wherein the program further comprises means for associating a descriptor of an object of the contents with

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the advertising frame information, in which the contents are managed on an object basis.

24.   A transaction method for an advertising frame associated with an object constituting image contents, comprising:

presenting sales information of the advertising frame using a computer or computer system;

an applicant, who has been looking for an advertisement referring to the sales information, offering to purchase the advertising frame; and

when an agreement regarding the advertising frame is transacted, communicating information related to the advertising frame to the applicant who has purchased the advertising frame.

25.   The transaction method according to Claim 24, further comprising:

producing advertising data corresponding to the advertising frame information;

synthesizing the contents and the advertising data; and

presenting the synthesized contents to a contents user.

26.   The transaction method according to Claim 25, wherein said presenting sales information is performed by a system provider upon request of an owner of the contents or an owner of the advertising frame, and the delivery of the contents and the advertising data is performed by the system provider.

27.   The transaction method according to Claim 26, wherein the system provider acquires the contents from an owner of the contents or an owner of the advertising frame, and acquires the advertising data from a purchaser of the advertising frame, the method further comprising:

synthesizing the contents and the advertising data; and

then delivering the synthesized contents to the contents user.

28.   The transaction method according to Claim 26, wherein the system provider acquires the contents from an owner of the contents or an owner of the advertising frame, and acquires the advertising data from a purchaser of the advertising frame, the method further comprising delivering contents data associated with the advertising frame information and the advertising data separately to the contents user.

29.   A transaction system for an advertising frame associated with an object constituting image contents using a computer or computer system, comprising:

means for presenting sales information of the advertising frame;

means for receiving an offer of an applicant who has referred to the sales information and hopes to purchase the advertising frame; and

means for, when an agreement regarding the advertising frame is transacted, communicating advertising frame

information corresponding to the advertising frame to the applicant who has purchased the advertising frame.

30. The transaction system according to Claim 29, further comprising:

means for synthesizing the contents and advertising data corresponding to the advertising frame information; and

means for presenting the synthesized contents to a contents user.

31. A computer-readable recording media embodying a program for instructing a computer to conduct a transaction of an advertising frame associated with an object constituting image contents, the program comprising:

means for presenting sales information of the advertising frame;

means for receiving an offer of an applicant who has referred to the sales information and hopes to purchase the advertising frame; and

means for, when an agreement regarding the advertising frame is transacted, communicating advertising frame information of the advertising frame to the applicant who has purchased the advertising frame.

32. The recording media according to Claim 31, the program further comprising:

means for synthesizing the contents and advertising data; and

means for presenting the synthesized contents to a

contents user.